AMEND THE SPECIFICATION

Page 9, last full paragraph

How the web and label are transversely contoured, preferably concaved, is now described. (Most drawings show the web and belts running horizontally. Thus, in an embodiment where web or labels are transported in a non-horizontal direction or vertical direction, the term "elevation" will be appropriately construed as transverse to the slope.) Fig. 3 is an elevation view of the transport system of the feeder assembly 28, seen from the side opposite that shown in Fig. 1 and 2. Two endless outer belts 46 and an endless center belt 46C run over rollers 52, 54. Fig. 4 comprises a series of vertical cross section views 4A, 4B and 4C of the belts 46, 46C at different points along the path of the web 20, as indicated in Fig. 3. Upstream roller 52 has three equal diameter grooves to receive the belts 46. As shown in the end elevation view Fig. 12, downstream roller 54 has three belt grooves. The groove for the center belt 46C is smaller in diameter than the grooves for the outer two belts 46. Thus, elevation of center belt 46C is lowered relative ~~to~~ from the elevation of the nominal or mean plane of the web flow path, and relative to the elevation of the two outer belts, which contact abutting but spaced apart regions of the web, which are preferably but not necessarily near the outer edges of the web. Roller 54 is comprised of three separate pulleys, 80A, 80B and 82. Center pulley 82 spins freely on the shaft 84 which positively engages and drives the other two pulleys, to avoid scuffing between the center belt and its pulley groove which would occur with a one piece pulley.

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Web may be die cut prior to passing through cutter assembly 30, so the labels produced have curved corners or other contour features. Fig. 20 shows in top view a portion of web 20N where curved cutouts 90 have been created by previous die cutting. When the web is in the cutter, a knife cut is made along dashed line 93, to form a round corner label, not shown. Alternately, the region of the web along line 93 comprises a series of fine perforations. And, the rotary cutter knife and anvil are replaced by a comparatively blunt edge reciprocating plunger, which presses deeply against the web, to burst-separate the label from the web. In still another burst-separator alternative, the cutout 90 may be omitted and perforated line ~~93may~~ 93 may run all the way across the web. For purposes of equivalency and claims, in this aspect of the invention a cutter assembly shall include a plunger type burster, as known in the art. See Pat. No. 5,862,968 of J. E. Traise.